May 17, 1991

Fr: Keith File Copy
To: Matisse
cc: Kelly, Howard, Jonathan, David, WE Bulletin Board, WED Conference

Re: Proposed Project to make selected WER articles available on disk for purpose of facilitating their reprinting in newsletters and magazines, and to generally experiment with possibilities inherent in having WE material avialable on disk.

Primary Goal: Build awareness of WE as a source of quality information
Secondary Goal: Get new subscribers and enhance newsstand sales
Tertiary Goal: Generate income

Project to be developed as a partnership between Point and Matisse Enzer. Matisse will be responsible for all production and fulfillment, with all proceeds being split between Point & Matisse. There will be no up-front production costs for Point. See attached copy of Matisse's original proposal.

* Particulars of the products being offered:

- Offer selected current issue and recent WER articles
- Offer first disk in WER #72. Add to the library with each new issue, also working back to previous issues on a selective basis.
- Offer to produce on demand any article since __/__/__ (whatever date typesetting files became available)
- Provide them in three formats:
  - Formatted Macintosh MS Word 4.0, incl. illustrations
  - Formatted _____ MS-DOS WP format, incl. illustrations
  - ASCII
- Sliding scale for reprint rights?
  Flat per disk cost of $15 for pubs with circulation under _____,
  $____ for pubs with circulation between _____ and _____,
  $____ for pubs with circulation between _____ and _____,
  $____ for pubs with circulation over _____,
  etc.
- Must include credit and WER subscription info in publication
- Must send tearsheets to WE, along with statement of circulation
- State "Access info accurate as of __/__/__" for all access (and encourage people to call provider to get update)

* Issues which must be resolved:

- Does Point want to enter into an agreement with Matisse to do this? Are there any potential downsides? He is proposing a two year term, does that make sense?
- Are there any issues of quality control (for text or illustrations) to be considered?
- How get final articles, illustrations, etc. to Matisse?
  - How much work is involved for production to do this?

Not exclusive issue-by-issue

20 pgs/issue for #71-74

(Issues which must be resolved - Continued)
- Author rights:
  - New standard agreement needed
    - Articles:
      - Flat fee for WER, incl. print & electronic versions
      - Modest payment for other WE publications (eg. books)
      - 50/50 split for all reprint rights sold
    - Reviews:
      - Flat fee for all uses in WE pubs and reprints
    - How handle articles & reviews already published?
- Making files available on the WELL:
  - Is the WELL up for this?
  - How handle payments?

* Related issues to consider:

- DTP for WER & WE books
- How does this tie-in with overall marketing plan (ACT proposals)?
- Index for WE publications (WER since 1985, all books since EWEC)
- Xeroxes of selected articles/reviews/collections for sale by mail
- 900 number/FAX access
- Syndication:
  - Column syndication
  - Syndication of WE articles and reviews
  - Do with an agent? How promote this?
- On-line & Microfilm access to WE publications
  (consider inter-relation of this project and all of the following):
  - Current Information Access contract
  - Current University Microfilms contract
  - Possibility of making material available on the WELL
  - Possibility of making material available on Factsheet Five BBS

* Implementation:

- Find out about translating typesetting files en-masse
- Promotion:
  - Ad in WER #72
  - On the WELL
  - On the Net
  - Factsheet Five
  - Offer via BMUG as shareware?
  - If BMUG works out, consider other shareware opportunities
  - Small press networks?

* Other products to consider:

- Offer selected reviews from WER on each disk? Offer all WER reviews, perhaps on a subscription basis?
- Offer WE Column on disk on a subscription basis?
- Offer collection of Ecolog reviews on disk?
- Offer Electronic WEC reviews on disk? (includes all of EWEC & Signal)

* Timeline

- Goal for reaching agreement between Point and Matisse: June 1, 1991
- Camera-ready ad for WER #72: June 16, 1991
- First disks (as advertised in #72) available: August 15, 1991